Claims:

1. A flaky, isotropic SmFeN powdery magnet material prepared by roll-quenching a molten alloy and nitriding the alloy powder thus obtained to form a magnet alloy;

characterized in that the magnet alloy has an alloy composition of the formula, by atomic %:

 $\mathtt{Sm_{x}Fe_{100-x-v}N_{v}}$

wherein $7 \le x \le 12$ and $0.5 \le v \le 20$; that the drystal structure is TbCu, type; and that the thickness of the flakes is $10-40\mu m$.

2. A flaky, isotropic SmFeN powdery magnet material prepared by roll-quenching a molten alloy and nitriding the alloy powder thus obtained to form a magnet alloy; characterized in that the magnet alloy has an alloy composition of the formula, by atomic %:

 $\mathrm{Sm_{x}Fe_{100-x-y-v}M^{1}_{y}N_{v}}$

wherein M¹ is at least one member/selected from the group consisting of Hf and Zr; $7 \le x \le 12$, $0.1 \le y \le 1.5$, and $0.5 \le v \le 20$; that the crystal structure is TbCu₇ type; and that the thickness of the flakes is $10-40\mu m$.

3. A flaky, isotropic SmFeN powdery magnet material prepared by roll-quenching a molten alloy and nitriding the alloy powder thus obtained to form a magnet alloy; characterized in that the magnet alloy has an alloy composition of the formula, by atomic %:

 $\mathrm{Sm_{x}Fe_{100-x-z-v}M^{2}_{z}N_{v}}$

wherein M² is at least one member selected from the group consisting of Si, Nb, Ti, Ga, Al, Ta and C; $7 \le x \le 12$, $0.1 \le z \le 1.0$ and $0.5 \le v \le 20$; that the crystal structure is TbCu, type; and that the thickness of the flakes is $10-40\mu m$.

- 4. A powdery magnet material according to one of claims 1 to 3, wherein up to 30 at.% of Sm is substituted with Ce.
- 5. A powdery magnet material according to one of claims 1 to 3, wherein up to 30 at.% of Sm is substituted with a rare earth metal other than Ce.
- 6. A powdery magnet material according to one of claims 1 to 5, wherein up to 35 at.% of Fe is substituted with Co.
- 7. A powdery magnet material according to one of claims 1 to 6, wherein the average crystal grain size of the material is 10nm to 0.5 μm .
- 8. A powdery magnet material according to one of claims 1 to 7, wherein the magnet powder has an intrinsic coercive force of 7 kOe or higher.
- 9. A process for preparing a flaky, isotropic SmFeN powdery magnet material recited in claim 1; which comprises the steps of combining and melting alloy components to form an alloy composition of the formula, by atomic %:

 $\mathrm{Sm_{x}Fe_{100-x-v}N_{v}}$

wherein $7 \le x \le 12$, and $0.5 \le v \le 20$; and the crystal structure being TbCu, type; spilling the molten alloy on a quenching roll or rolls which rotate at a peripheral speed of 30-45 m/sec., annealing the flaky powder thus obtained in an inert atmosphere at a temperature of $500-900^{\circ}$ C; and then nitriding the annealed powder.

10. A process for preparing a flaky, isotropic SmFeN powdery magnet material recited in claim 2; which comprises the steps of combining and melting alloy components to form an alloy composition of the formula, by atomic %:

 $Sm_xFe_{100-x-y-v}M^1_yN_v$ wherein M^1 is at least one member selected from the group consisting of Hf and Zr; $7 \le x \le 12$, $0.1 \le y \le 1.5$ and $0.5 \le v \le 20$; the crystal structure being $TbCu_7$ type; spilling the molten alloy on a quenching roll or rolls which rotate at a peripheral speed of 20-45 m/sec., annealing the flaky powder thus obtained in an inert atmosphere at a temperature of $500-900^{\circ}C$, and then nitriding the annealed powder.

11. A process for preparing a flaky, isotropic SmFeN powdery magnet material recited in claim 3, which comprises the steps of combining and melting alloy components to form an alloy composition of the formula, by atomic %:

 $Sm_xFe_{100-x-z-v}M_z^2N_v$ wherein M² is at least one member selected from the group consisting of Si, Nb, Ti, Ga, Al, Ta and C; $7 \le x \le 12$, $0.1 \le z \le 1.0$ and $0.5 \le v \le 20$; the crystal structure being TbCu, type; spilling the molten alloy on a quenching roll or rolls which rotate at a peripheral speed of 20-45 m/sec, annealing the flaky powder thus obtained in an inert

atmosphere at a temperature of $500-900^{\circ}\text{C}$, and then nitriding the annealed powder.

- 12. A process for preparing according to one of claims 9 to 11, wherein the roll-quenching is carried out in argon gas atmosphere of a pressure ranging from 0.0001 Torr to 2 atms.
- 13. A process for preparing according to one of claims 9 to 11, wherein the roll-quenching is carried out using a quenching roll or rolls made of a metal selected from Cu, a Cr-Cu alloy or a Be-Cu alloy.
- 14. A bonded magnet made by processing the magnet powder according to one of claims 1 to 8 with a binder to the shape of a magnet.

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